Twitter Analytics

analytics.twitter.com

- Twitter Analytics helps you measure your Tweet data. I use it to understand what content is working and how I can improve my future Tweets. You can also use it to identify audiences and specific targeting/demographics that follow and engage with your content!

Home Tweets Audiences Events More Coursenvy Go to Ads

Account home

Coursenvy @coursenvy

Page updated daily

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Followers
23 ↓30.3%	5,369 ↓13.7%	44 ↓35.3%	107

Aug 2019 · 28 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 247 impressions

❤ LIKE this if you agree and COMMENT a friend that needs to see this! #Coursenvy 💯 [CASE STUDY] How to Grow Your Customers from 0 to 200,000 at: COURSENVY.com/JMOB instagram.com/p/B0rlFkVpdjE/ pic.twitter.com/M34Ji2xhFc

View Tweet activity View all Tweet activity

Top media Tweet earned 247 impressions

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View Tweet activity View all Tweet activity

Top Follower followed by 56 people

AUG 2019 SUMMARY

Tweets	Tweet impressions
23	5,369
Profile visits	**New followers**
44	0

On your Twitter Analytics Home page, you can see a month by month overview of some of your most important statistics, which gives you a general pictures of how your account is improving each month.

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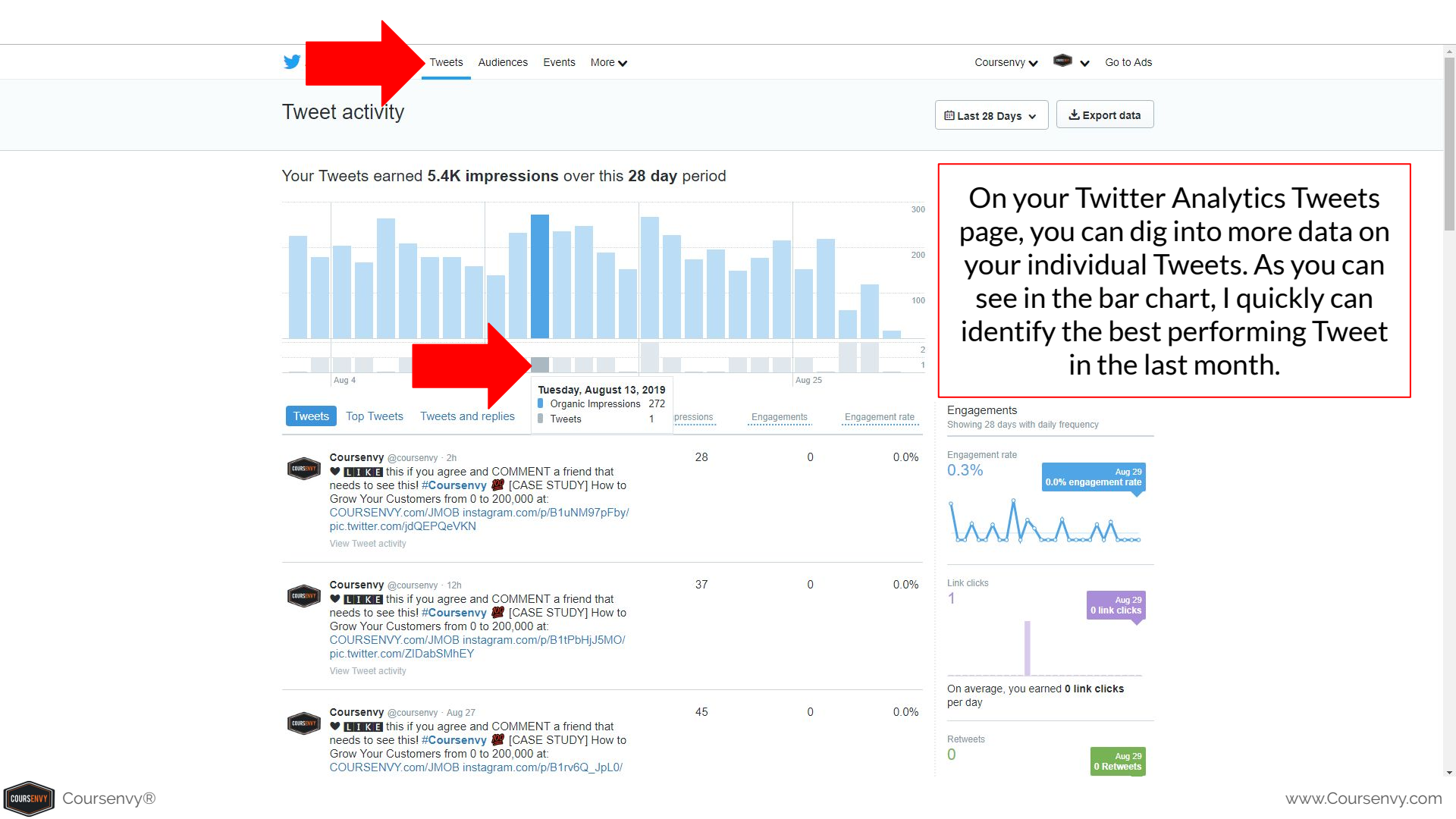
Another thing I like to look at on the homepage is the "Top Tweet".

Analyze your top Tweets activity and content to see how you can replicate that success again and again!


Tweets
Audiences
Events
More
Coursenvy
Go to Ads
Tweet activity
Last 28 Days
Export data
Your Tweets earned 5.4K impressions over this 28 day period
300
200
100
2
1
Aug 4
Aug 25
Tuesday, August 13, 2019
Organic Impressions 272
Tweets 1
Tweets
Top Tweets
Tweets and replies
pressions
Engagements
Engagement rate
Coursenvy @coursenvy · 2h
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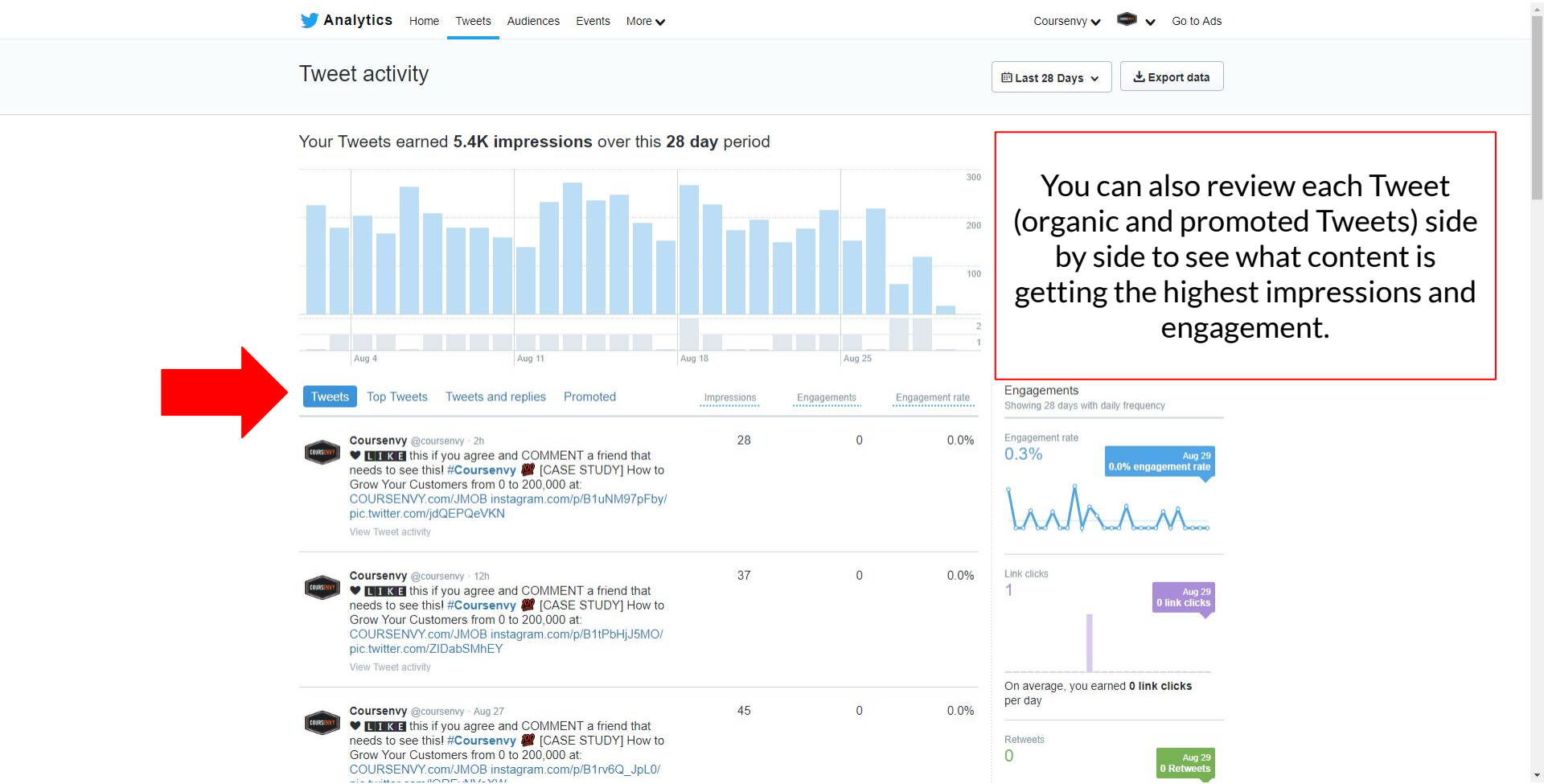
View Tweet activity
28
0
0.0%
Coursenvy @coursenvy · 12h
LIKE this if you agree and COMMENT a friend that needs to see this! #Coursenvy [CASE STUDY] How to Grow Your Customers from 0 to 200,000 at: COURSENVY.com/JMOB instagram.com/p/B1tPbHjJ5MO/ pic.twitter.com/ZIDabSMhEY
View Tweet activity
37
0
0.0%
Coursenvy @coursenvy · Aug 27
LIKE this if you agree and COMMENT a friend that needs to see this! #Coursenvy [CASE STUDY] How to Grow Your Customers from 0 to 200,000 at: COURSENVY.com/JMOB instagram.com/p/B1rv6Q_JpL0/
45
0
0.0%
On your Twitter Analytics Tweets page, you can dig into more data on your individual Tweets. As you can see in the bar chart, I quickly can identify the best performing Tweet in the last month.
Engagements
Showing 28 days with daily frequency
Engagement rate
0.3%
Aug 29
0.0% engagement rate
Link clicks
1
Aug 29
0 link clicks
On average, you earned 0 link clicks per day
Retweets
0
Aug 29
0 Retweets


Analytics
Home
Tweets
Audiences
Events
More
Coursenvy
Go to Ads
Tweet activity
Last 28 Days
Export data
Your Tweets earned 5.4K impressions over this 28 day period
300
200
100
2
1
Aug 4
Aug 11
Aug 18
Aug 25
Tweets
Top Tweets
Tweets and replies
Promoted
Impressions
Engagements
Engagement rate
Coursenvy @coursenvy · 2h
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View Tweet activity
28
0
0.0%
Coursenvy @coursenvy · 12h
♥ LIKE this if you agree and COMMENT a friend that needs to see this! #Coursenvy [CASE STUDY] How to Grow Your Customers from 0 to 200,000 at: COURSENVY.com/JMOB instagram.com/p/B1tPbHjJ5MO/ pic.twitter.com/ZIDabSMhEY
View Tweet activity
37
0
0.0%
Coursenvy @coursenvy · Aug 27
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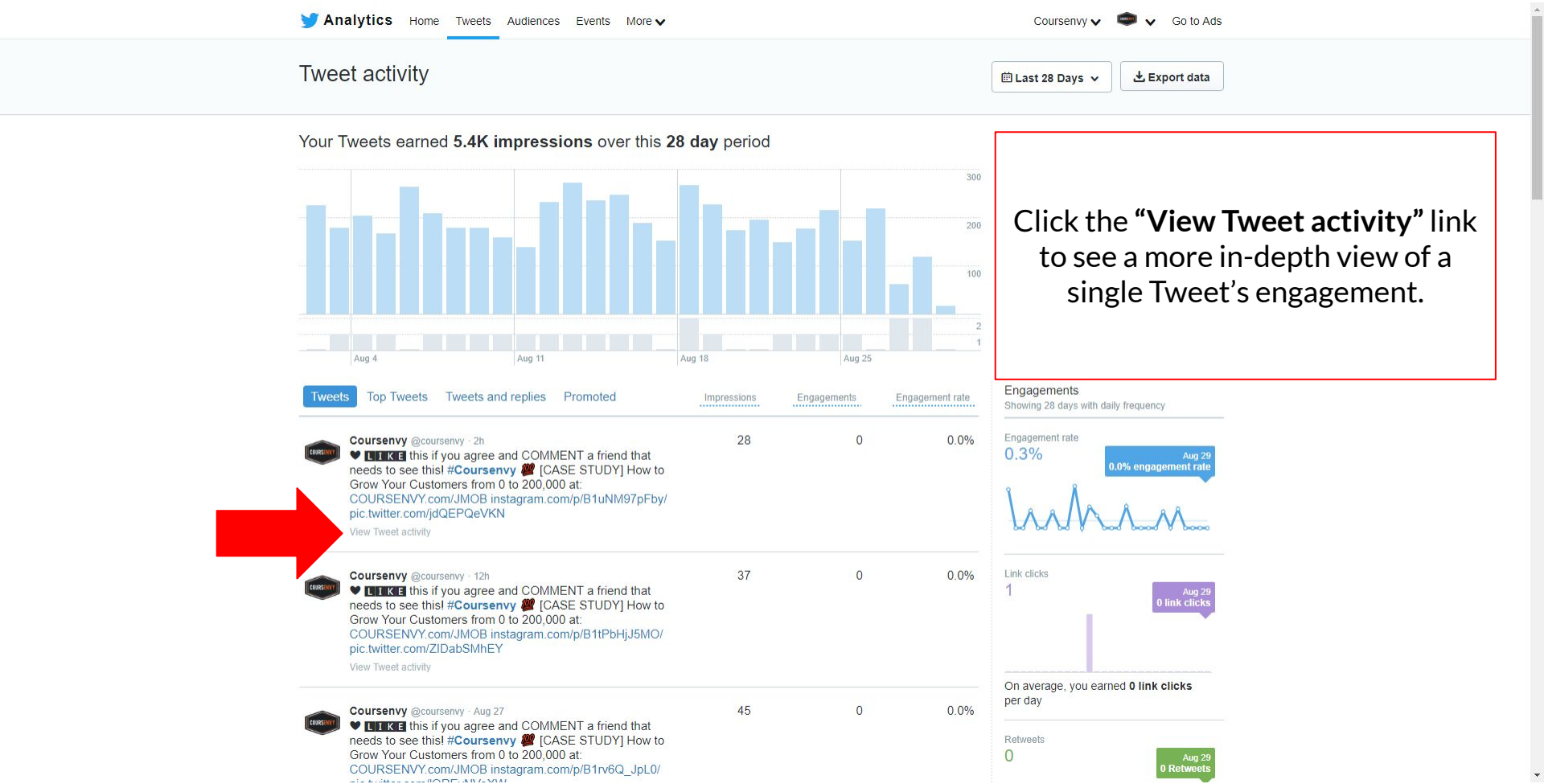
45
0
0.0%
You can also review each Tweet (organic and promoted Tweets) side by side to see what content is getting the highest impressions and engagement.
Engagements
Showing 28 days with daily frequency
Engagement rate
0.3%
Aug 29
0.0% engagement rate
Link clicks
1
Aug 29
0 link clicks
On average, you earned 0 link clicks per day
Retweets
0
Aug 29
0 Retweets


Analytics
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Tweets
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More
Coursenvy
Go to Ads
Tweet activity
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Export data
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1
Aug 4
Aug 11
Aug 18
Aug 25
Tweets
Top Tweets
Tweets and replies
Promoted
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Engagements
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View Tweet activity
28
0
0.0%
Coursenvy @coursenvy · 12h
♥ LIKE this if you agree and COMMENT a friend that needs to see this! #Coursenvy [CASE STUDY] How to Grow Your Customers from 0 to 200,000 at: COURSENVY.com/JMOB instagram.com/p/B1tPbHjJ5MO/ pic.twitter.com/ZIDabSMhEY
View Tweet activity
37
0
0.0%
Coursenvy @coursenvy · Aug 27
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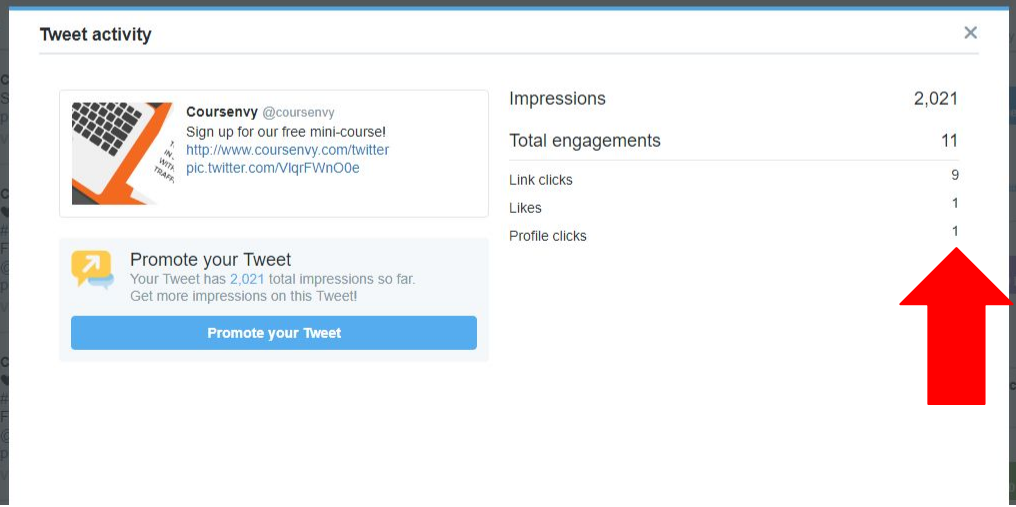
45
0
0.0%
Click the "View Tweet activity" link to see a more in-depth view of a single Tweet's engagement.
Engagements
Showing 28 days with daily frequency
Engagement rate
0.3%
Aug 29
0.0% engagement rate
Link clicks
1
Aug 29
0 link clicks
On average, you earned 0 link clicks per day
Retweets
0
Aug 29
0 Retweets

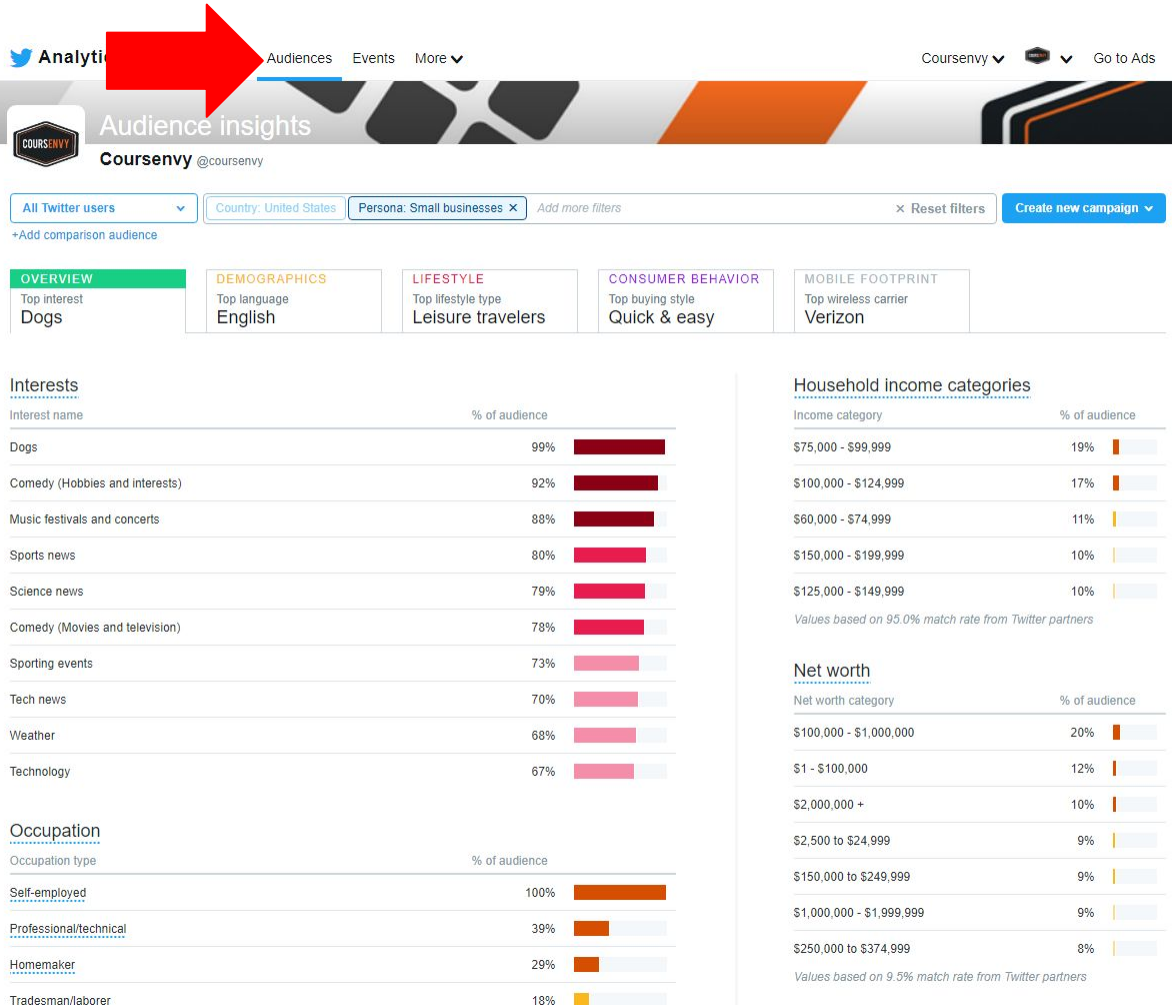
In this “Tweet activity” pop-up, we can see the actual engagement breakdown.

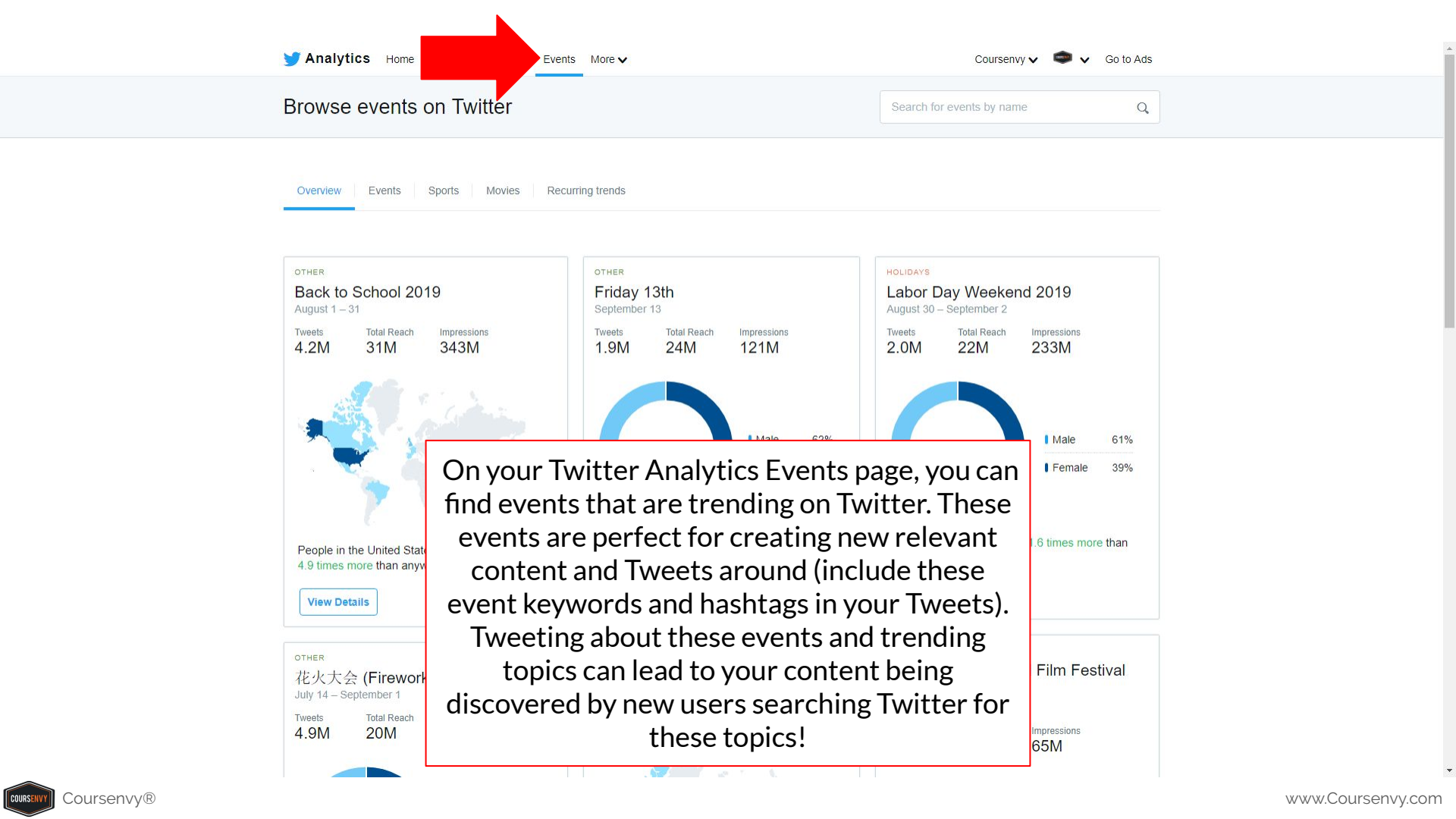
Retweets = You provided value, I want to share it!
Likes = Keep it coming!
Profile Clicks = I’m new to you, I want to follow you!
Link Clicks = Great Tweet, I want more info!



On your Twitter Analytics Audiences page, you can discover so many new insights about your audience and other audiences on Twitter.

I use this data to help me make targeting decisions in my future online ads!

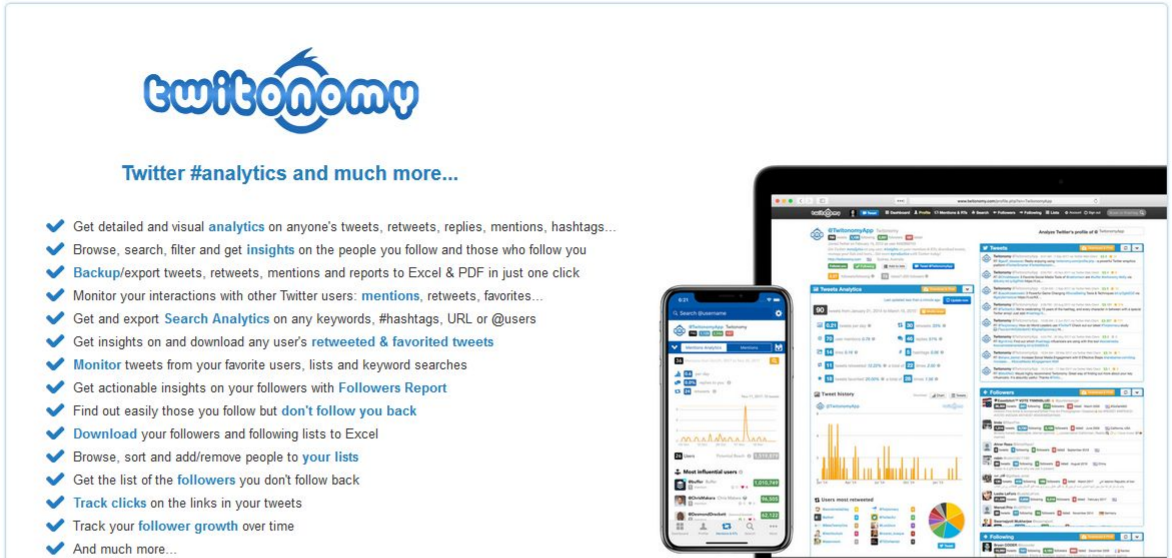



Analytics
Home
Events
More
Coursenvy
Go to Ads
Browse events on Twitter
Search for events by name
Overview
Events
Sports
Movies
Recurring trends
OTHER
Back to School 2019
August 1 – 31
Tweets
4.2M
Total Reach
31M
Impressions
343M
View Details
OTHER
Friday 13th
September 13
Tweets
1.9M
Total Reach
24M
Impressions
121M
HOLIDAYS
Labor Day Weekend 2019
August 30 – September 2
Tweets
2.0M
Total Reach
22M
Impressions
233M
Male
61%
Female
39%
OTHER
July 14 – September 1
Tweets
4.9M
Total Reach
20M
Film Festival
Impressions
65M
On your Twitter Analytics Events page, you can find events that are trending on Twitter. These events are perfect for creating new relevant content and Tweets around (include these event keywords and hashtags in your Tweets). Tweeting about these events and trending topics can lead to your content being discovered by new users searching Twitter for these topics!

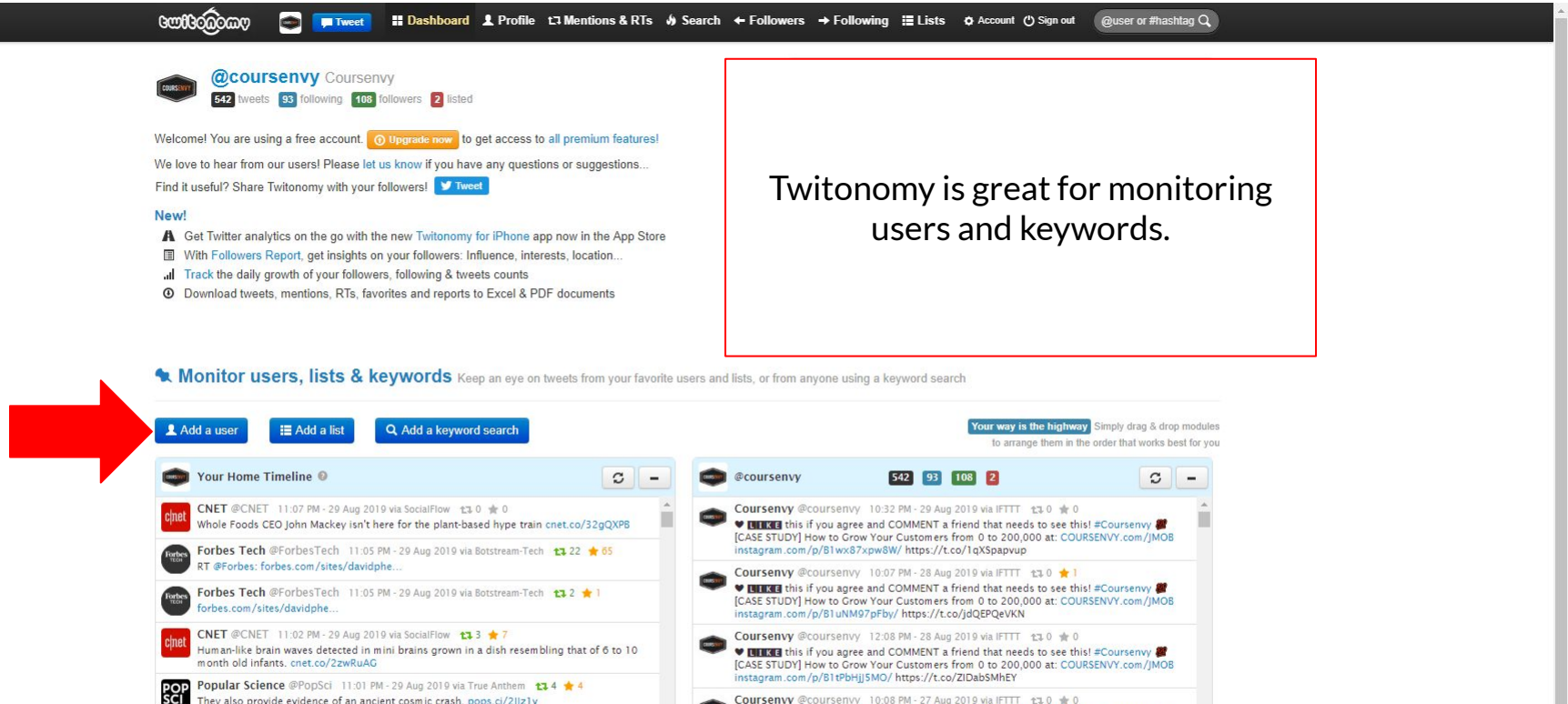
Twitter Software → Twitonomy

www.twitonomy.com

➢ I use Twitonomy to get detailed analytics on anyone's tweets, retweets, replies, mentions, hashtags and to get insights on the people my brand follows and those who follow us!


twitonomy
Twitter #analytics and much more...
Get detailed and visual analytics on anyone's tweets, retweets, replies, mentions, hashtags...
Browse, search, filter and get insights on the people you follow and those who follow you
Backup/export tweets, retweets, mentions and reports to Excel & PDF in just one click
Monitor your interactions with other Twitter users: mentions, retweets, favorites...
Get and export Search Analytics on any keywords, #hashtags, URL or @users
Get insights on and download any user's retweeted & favorited tweets
Monitor tweets from your favorite users, lists and keyword searches
Get actionable insights on your followers with Followers Report
Find out easily those you follow but don't follow you back
Download your followers and following lists to Excel
Browse, sort and add/remove people to your lists
Get the list of the followers you don't follow back
Track clicks on the links in your tweets
Track your follower growth over time
And much more...

Twitonomy


twitonomy
Tweet
Dashboard
Profile
Mentions & RTs
Search
Followers
Following
Lists
Account
Sign out
@user or #hashtag
@coursenvy Coursenvy
542 tweets 93 following 108 followers 2 listed
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Find it useful? Share Twitonomy with your followers! Tweet
New!
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With Followers Report, get insights on your followers: Influence, interests, location...
Track the daily growth of your followers, following & tweets counts
Download tweets, mentions, RTs, favorites and reports to Excel & PDF documents
Monitor users, lists & keywords Keep an eye on tweets from your favorite users and lists, or from anyone using a keyword search
Add a user
Add a list
Add a keyword search
Your way is the highway Simply drag & drop modules to arrange them in the order that works best for you
Your Home Timeline
CNET @CNET 11:07 PM - 29 Aug 2019 via SocialFlow
Whole Foods CEO John Mackey isn't here for the plant-based hype train cnet.co/32gQXP8
Forbes Tech @ForbesTech 11:05 PM - 29 Aug 2019 via Botstream-Tech
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Human-like brain waves detected in mini brains grown in a dish resembling that of 6 to 10 month old infants. cnet.co/2zwRuAG
Popular Science @PopSci 11:01 PM - 29 Aug 2019 via True Anthem
@coursenvy 542 93 108 2
Coursenvy @coursenvy 10:32 PM - 29 Aug 2019 via IFTTT
LIKE this if you agree and COMMENT a friend that needs to see this! #Coursenvy
[CASE STUDY] How to Grow Your Customers from 0 to 200,000 at: COURSENVY.COM/JMOB
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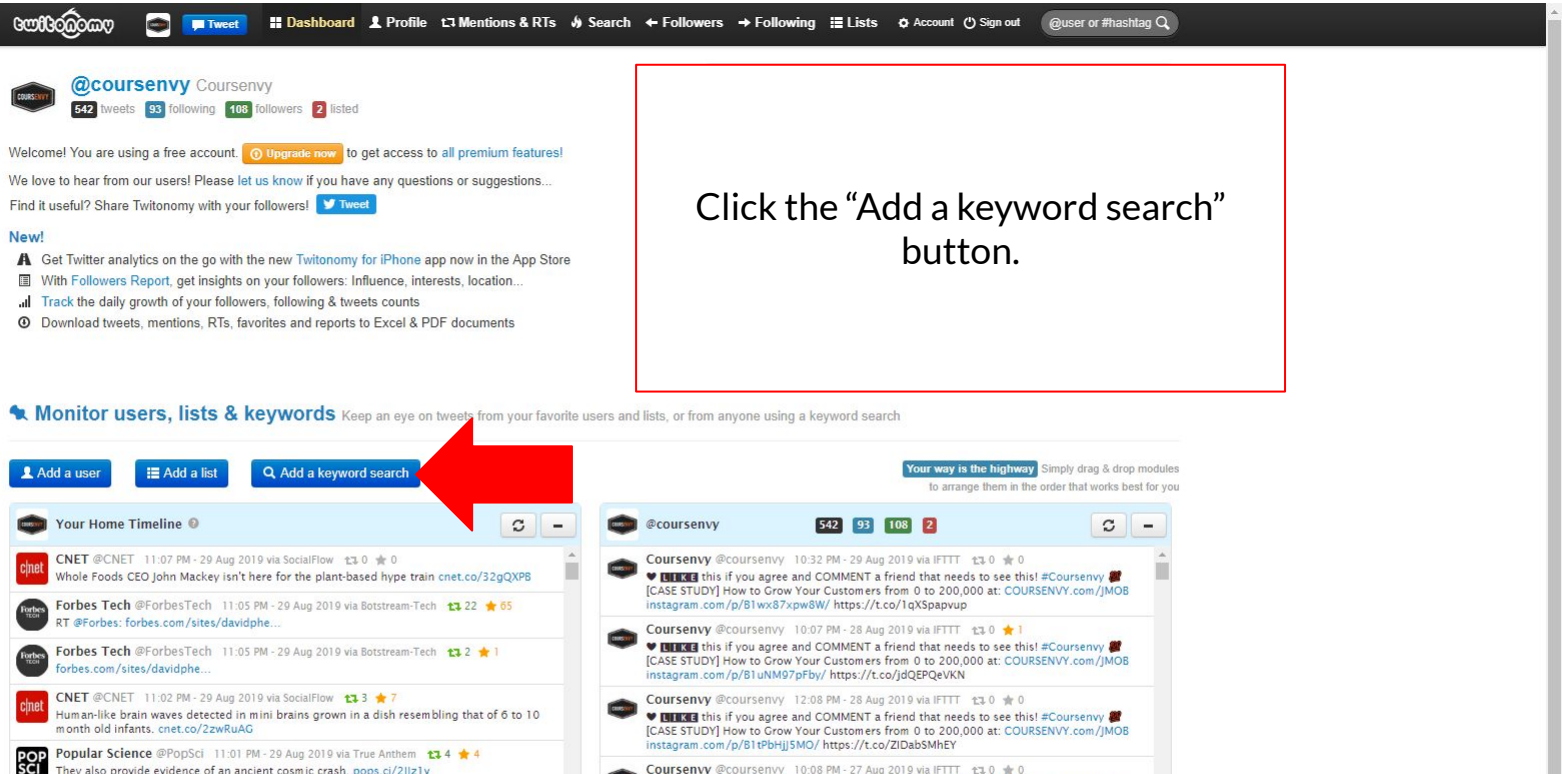
Twitonomy is great for monitoring users and keywords.

Twitonomy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Mentions & RTs
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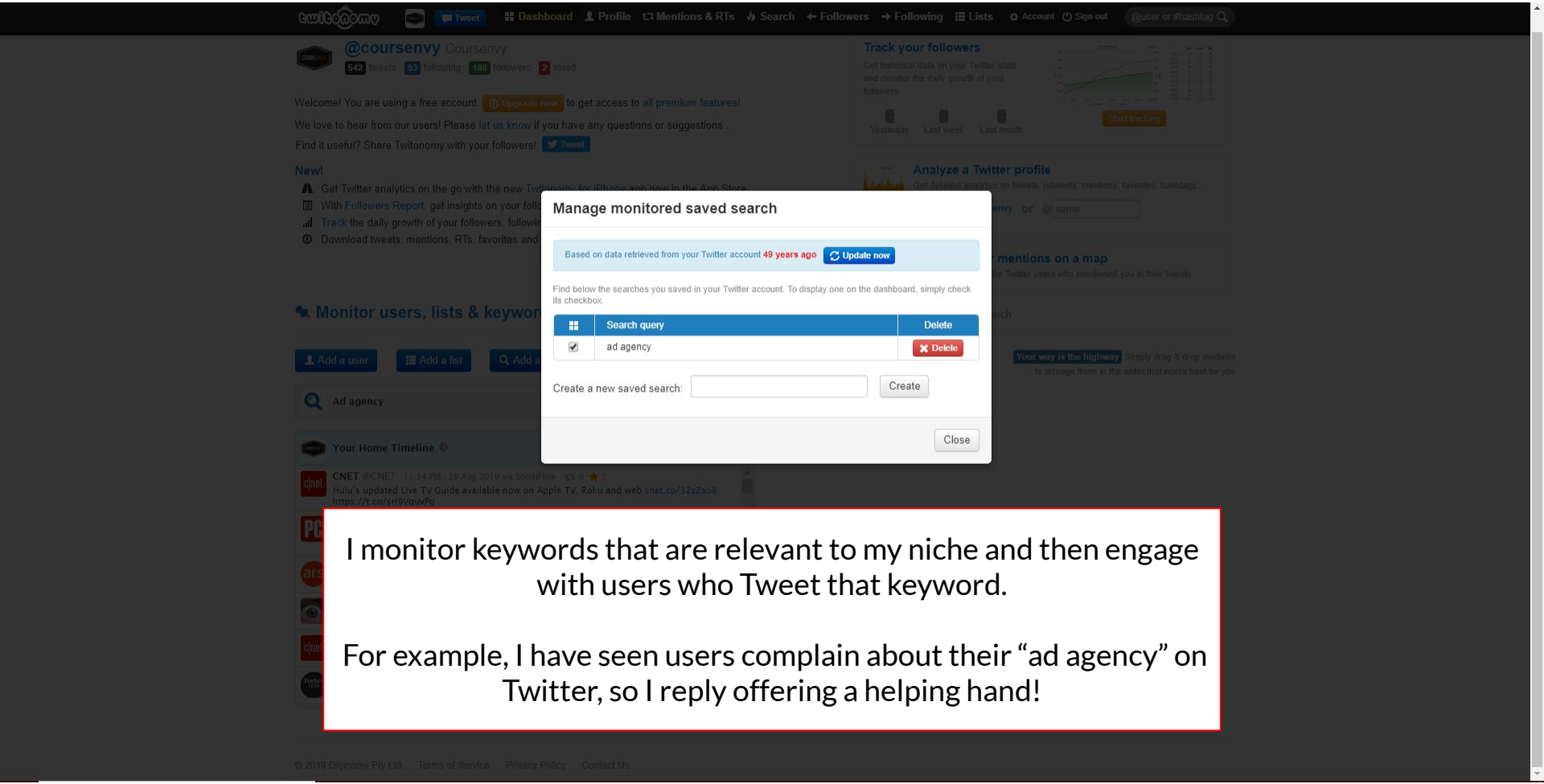
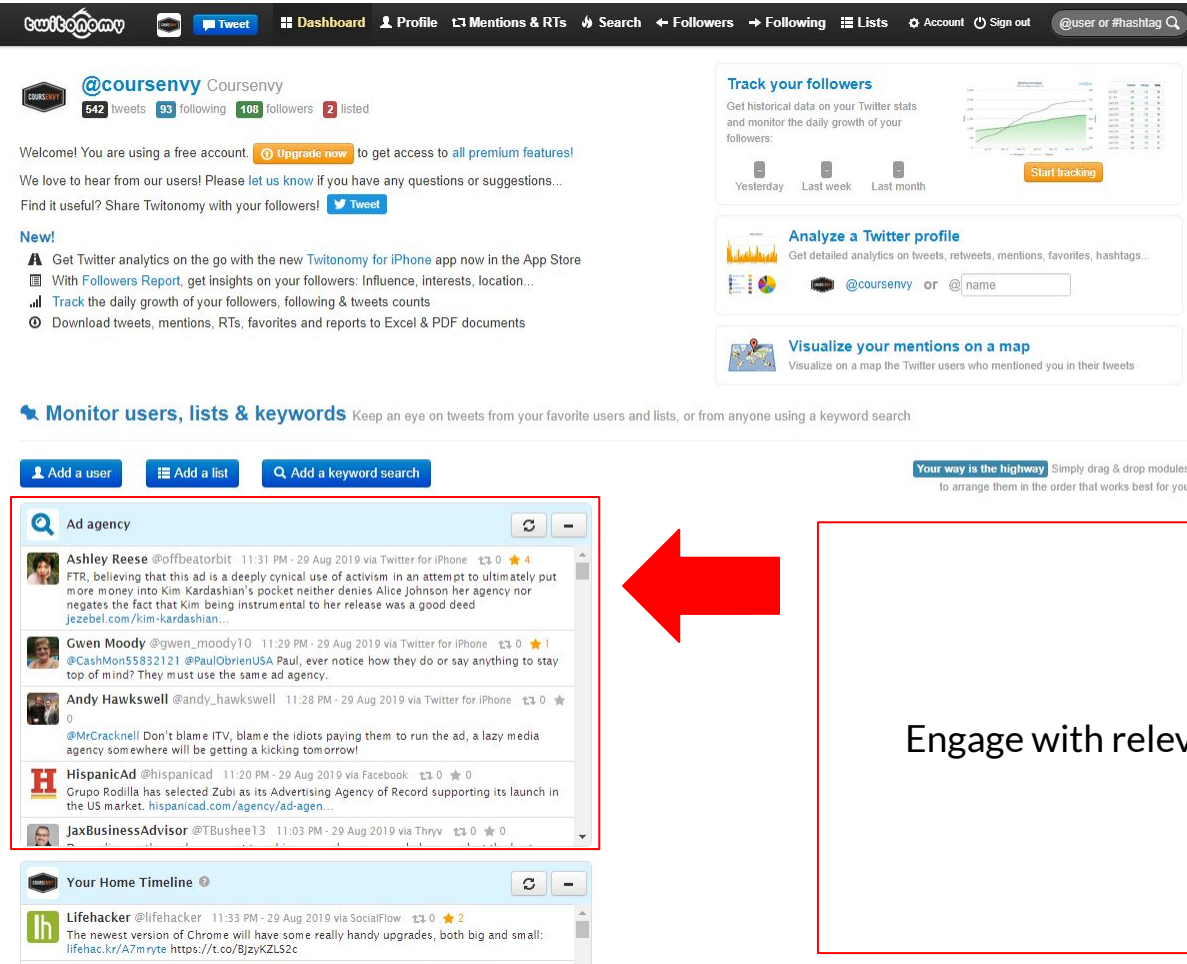
Click the “Add a keyword search” button.


Manage monitored saved search
Based on data retrieved from your Twitter account 49 years ago
Update now
Find below the searches you saved in your Twitter account. To display one on the dashboard, simply check its checkbox.
Search query
Delete
ad agency
Delete
Create a new saved search:
Create
Close

I monitor keywords that are relevant to my niche and then engage with users who Tweet that keyword.

For example, I have seen users complain about their “ad agency” on Twitter, so I reply offering a helping hand!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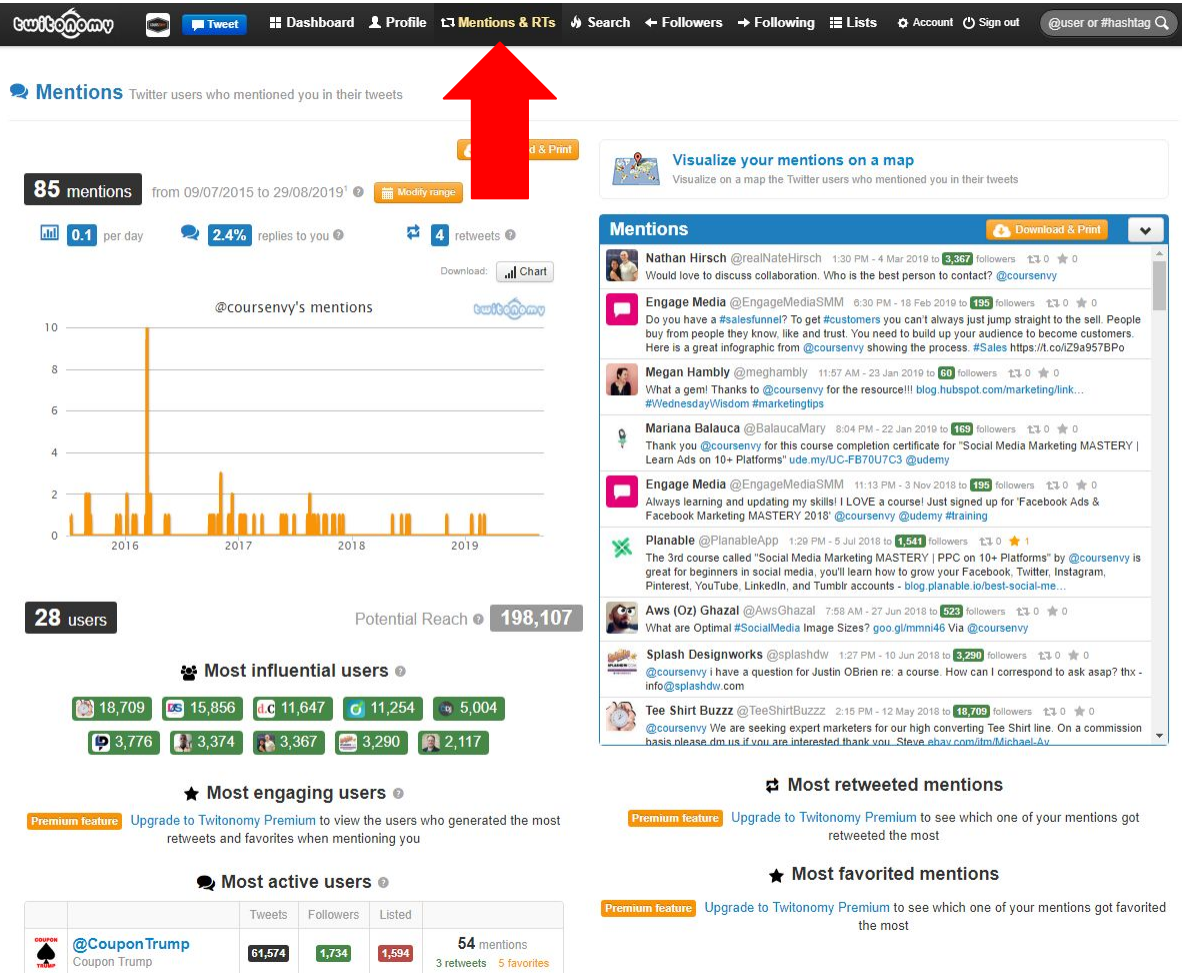
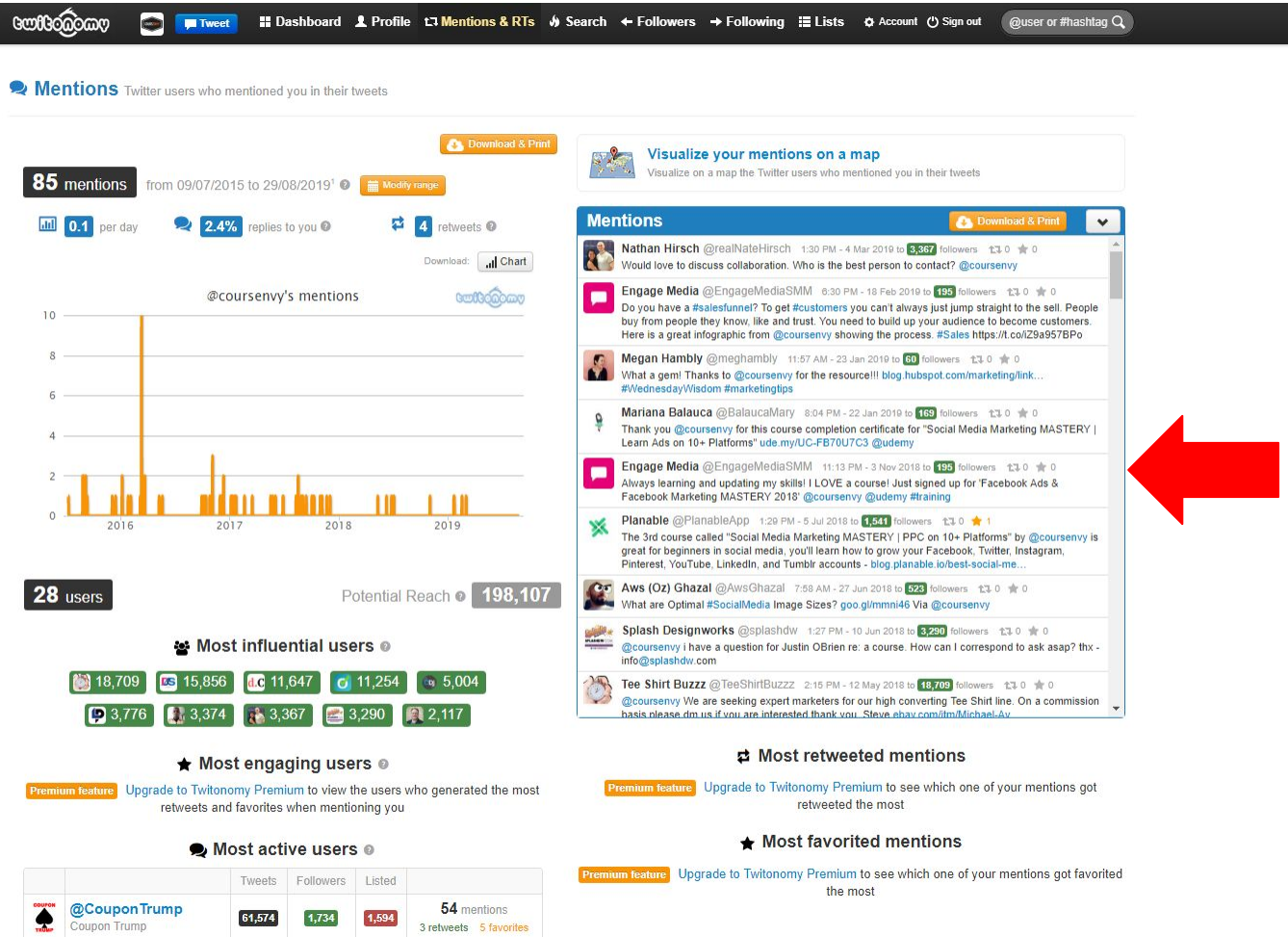
Track your followers
Get historical data on your Twitter stats and monitor the daily growth of your followers:
Yesterday
Last week
Last month
Start tracking
Analyze a Twitter profile
Get detailed analytics on tweets, retweets, mentions, favorites, hashtags...
@coursenvy or @ name
Visualize your mentions on a map
Visualize on a map the Twitter users who mentioned you in their tweets
Monitor users, lists & keywords
Keep an eye on tweets from your favorite users and lists, or from anyone using a keyword search
Add a user
Add a list
Add a keyword search
Your way is the highway
Simply drag & drop modules to arrange them in the order that works best for you
Ad agency
Ashley Reese @offbeatorbit 11:31 PM - 29 Aug 2019 via Twitter for iPhone
FTR, believing that this ad is a deeply cynical use of activism in an attempt to ultimately put more money into Kim Kardashian's pocket neither denies Alice Johnson her agency nor negates the fact that Kim being instrumental to her release was a good deed
jezebel.com/kim-kardashian...
Gwen Moody @gwen_moody10 11:29 PM - 29 Aug 2019 via Twitter for iPhone
@CashMon55832121 @PaulObrienUSA Paul, ever notice how they do or say anything to stay top of mind? They must use the same ad agency.
Andy Hawkswell @andy_hawkswell 11:28 PM - 29 Aug 2019 via Twitter for iPhone
@MrCracknell Don't blame ITV, blame the idiots paying them to run the ad, a lazy media agency somewhere will be getting a kicking tomorrow!
HispanicAd @hispanicad 11:20 PM - 29 Aug 2019 via Facebook
Grupo Rodilla has selected Zubi as its Advertising Agency of Record supporting its launch in the US market. hispanicad.com/agency/ad-agen...
JaxBusinessAdvisor @TBushee13 11:03 PM - 29 Aug 2019 via Thryv
Your Home Timeline
Lifehacker @lifehacker 11:33 PM - 29 Aug 2019 via SocialFlow
The newest version of Chrome will have some really handy upgrades, both big and small: lifehac.kr/A7mryte https://t.co/BjzyKZLS2c

Engage with relevant Tweets.

The “Mentions & RTs” page is another great part of Twitonomy.


twitonomy
Tweet
Dashboard
Profile
Mentions & RTs
Search
Followers
Following
Lists
Account
Sign out
@user or #hashtag
Mentions
Twitter users who mentioned you in their tweets
85 mentions
from 09/07/2015 to 29/08/2019
Modify range
0.1 per day
2.4% replies to you
4 retweets
Download:
Chart
@coursenvy's mentions
28 users
Potential Reach
198,107
Most influential users
18,709
15,856
11,647
11,254
5,004
3,776
3,374
3,367
3,290
2,117
Most engaging users
Premium feature
Upgrade to Twitonomy Premium to view the users who generated the most retweets and favorites when mentioning you
Most active users
Tweets
Followers
Listed
@CouponTrump
Coupon Trump
61,574
1,734
1,594
54 mentions
3 retweets
5 favorites
Visualize your mentions on a map
Visualize on a map the Twitter users who mentioned you in their tweets
Mentions
Download & Print
Nathan Hirsch @realNateHirsch
Would love to discuss collaboration. Who is the best person to contact? @coursenvy
Engage Media @EngageMediaSMM
Do you have a #salesfunnel? To get #customers you can't always just jump straight to the sell. People buy from people they know, like and trust. You need to build up your audience to become customers. Here is a great infographic from @coursenvy showing the process. #Sales https://t.co/iZ9a957BPo
Megan Hambly @meghambly
What a gem! Thanks to @coursenvy for the resource!!! blog.hubspot.com/marketing/link… #WednesdayWisdom #marketingtips
Mariana Balauca @BalaucaMary
Thank you @coursenvy for this course completion certificate for "Social Media Marketing MASTERY | Learn Ads on 10+ Platforms" ude.my/UC-FB70U7C3 @udemy
Engage Media @EngageMediaSMM
Always learning and updating my skills! I LOVE a course! Just signed up for 'Facebook Ads & Facebook Marketing MASTERY 2018' @coursenvy @udemy #training
Planable @PlanableApp
The 3rd course called "Social Media Marketing MASTERY | PPC on 10+ Platforms" by @coursenvy is great for beginners in social media, you'll learn how to grow your Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn, and Tumblr accounts - blog.planable.io/best-social-me…
Aws (Oz) Ghazal @AwsGhazal
What are Optimal #SocialMedia Image Sizes? goo.gl/mmni46 Via @coursenvy
Splash Designworks @splashdw
@coursenvy i have a question for Justin OBrien re: a course. How can I correspond to ask asap? thx - info@splashdw.com
Tee Shirt Buzzz @TeeShirtBuzzz
@coursenvy We are seeking expert marketers for our high converting Tee Shirt line. On a commission basis please dm us if you are interested thank you. Steve ebay.com/itm/Michael-Ay…
Most retweeted mentions
Premium feature
Upgrade to Twitonomy Premium to see which one of your mentions got retweeted the most
Most favorited mentions
Premium feature
Upgrade to Twitonomy Premium to see which one of your mentions got favorited the most

Review and reply to any mentions of your username.


twitonomy
Tweet
Dashboard
Profile
Mentions & RTs
Search
Followers
Following
Lists
Account
Sign out
@user or #hashtag
Mentions
Twitter users who mentioned you in their tweets
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85 mentions
from 09/07/2015 to 29/08/2019
Modify range
0.1 per day
2.4% replies to you
4 retweets
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@coursenvy's mentions
28 users
Potential Reach 198,107
Most influential users
18,709
15,856
11,647
11,254
5,004
3,776
3,374
3,367
3,290
2,117
Most engaging users
Premium feature Upgrade to Twitonomy Premium to view the users who generated the most retweets and favorites when mentioning you
Most active users
Tweets
Followers
Listed
@CouponTrump
Coupon Trump
61,574
1,734
1,594
54 mentions
3 retweets 5 favorites
Visualize your mentions on a map
Visualize on a map the Twitter users who mentioned you in their tweets
Mentions
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Nathan Hirsch @realNateHirsch 1:30 PM - 4 Mar 2019 to 3,367 followers
Would love to discuss collaboration. Who is the best person to contact? @coursenvy
Engage Media @EngageMediaSMM 6:30 PM - 18 Feb 2019 to 195 followers
Do you have a #salesfunnel? To get #customers you can't always just jump straight to the sell. People buy from people they know, like and trust. You need to build up your audience to become customers. Here is a great infographic from @coursenvy showing the process. #Sales https://t.co/iZ9a957BPo
Megan Hambly @meghambly 11:57 AM - 23 Jan 2019 to 60 followers
What a gem! Thanks to @coursenvy for the resource!!! blog.hubspot.com/marketing/link... #WednesdayWisdom #marketingtips
Mariana Balauca @BalaucaMary 8:04 PM - 22 Jan 2019 to 169 followers
Thank you @coursenvy for this course completion certificate for "Social Media Marketing MASTERY | Learn Ads on 10+ Platforms" ude.my/UC-FB70U7C3 @udemy
Engage Media @EngageMediaSMM 11:13 PM - 3 Nov 2018 to 195 followers
Always learning and updating my skills! I LOVE a course! Just signed up for 'Facebook Ads & Facebook Marketing MASTERY 2018' @coursenvy @udemy #training
Planable @PlanableApp 1:29 PM - 5 Jul 2018 to 1,541 followers
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Aws (Oz) Ghazal @AwsGhazal 7:58 AM - 27 Jun 2018 to 523 followers
What are Optimal #SocialMedia Image Sizes? goo.gl/mmni46 Via @coursenvy
Splash Designworks @splashdw 1:27 PM - 10 Jun 2018 to 3,290 followers
@coursenvy i have a question for Justin OBrien re: a course. How can I correspond to ask asap? thx - info@splashdw.com
Tee Shirt Buzzz @TeeShirtBuzzz 2:15 PM - 12 May 2018 to 18,709 followers
@coursenvy We are seeking expert marketers for our high converting Tee Shirt line. On a commission basis please dm us if you are interested thank you. Steve ebay.com/itm/Michael-Ay...
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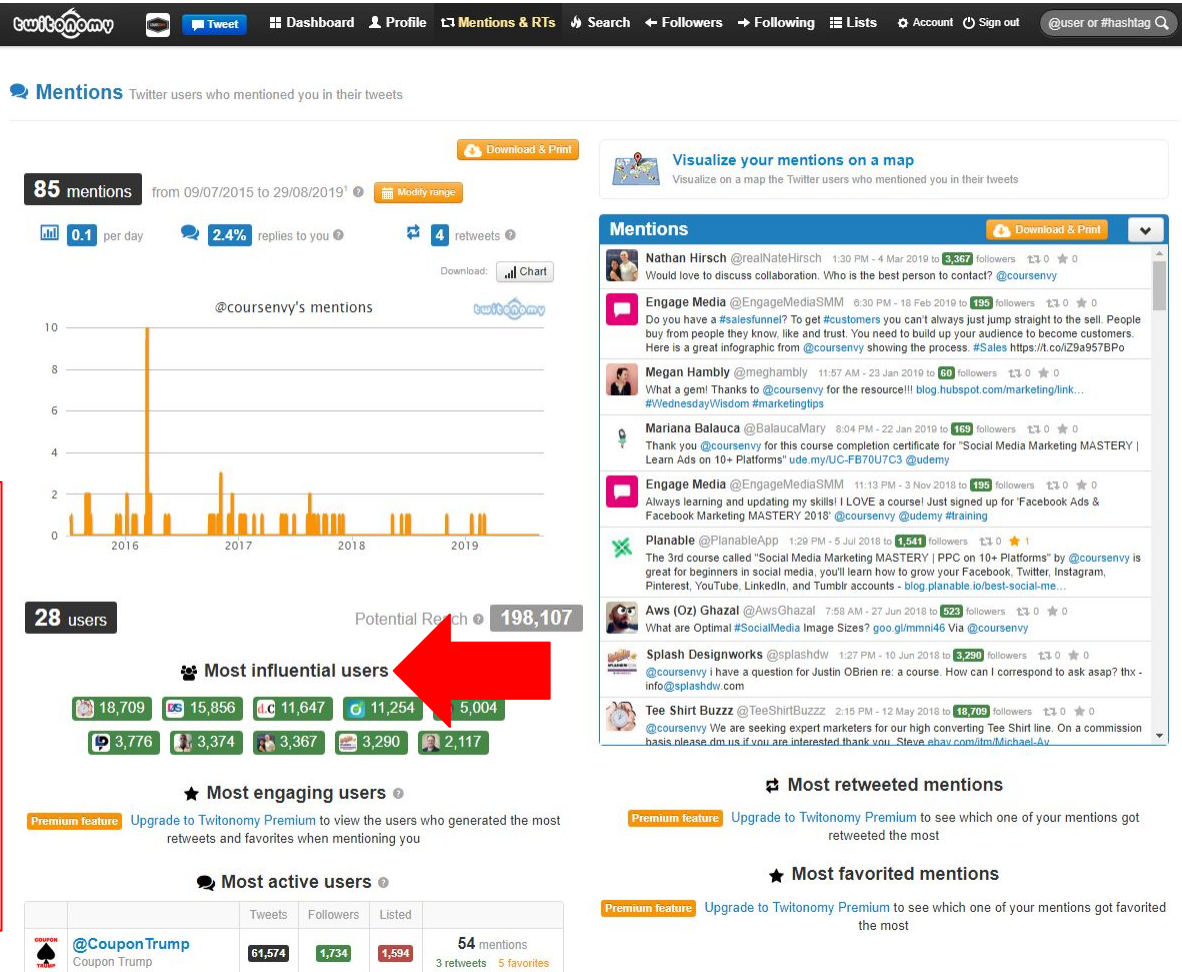
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Tweet
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Premium feature
Upgrade to Twitonomy Premium to see which one of your mentions got favorited the most

Engage with your most influential and active users to see if they will Retweet your content.

Twitter Software → Klear

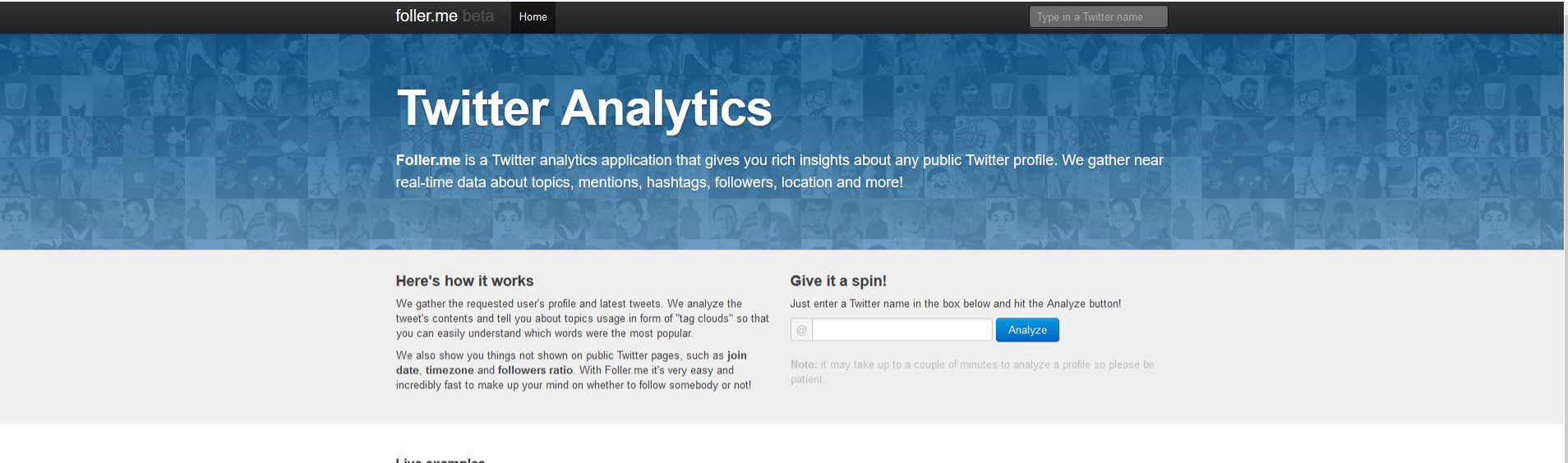
www.klear.com

➢ Users are trusting ads less and less. They are now looking to influencers to suggest what products and services they should consider. I use Klear.com as an influencer search engine!

Twitter Software → Foller.me

www.foller.me

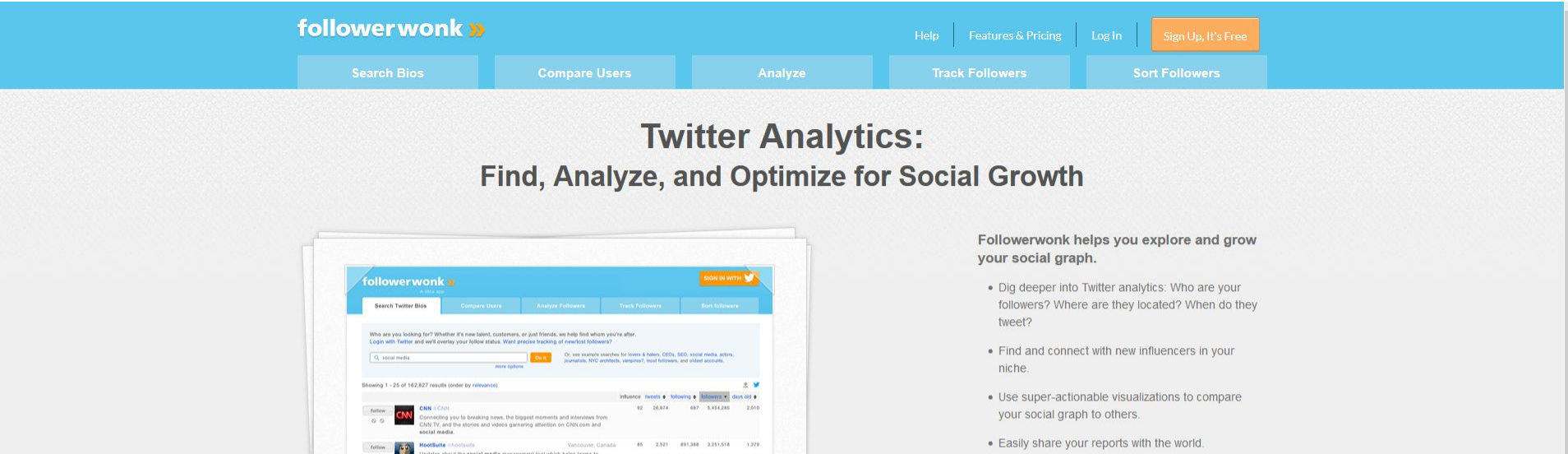
- Use Follor.me to collect data about Twitter topics, mentions, hashtags, followers, location and more!


foller.me beta
Home
Type in a Twitter name
Twitter Analytics
Foller.me is a Twitter analytics application that gives you rich insights about any public Twitter profile. We gather near real-time data about topics, mentions, hashtags, followers, location and more!
Here's how it works
We gather the requested user's profile and latest tweets. We analyze the tweet's contents and tell you about topics usage in form of "tag clouds" so that you can easily understand which words were the most popular.
We also show you things not shown on public Twitter pages, such as join date, timezone and followers ratio. With Foller.me it's very easy and incredibly fast to make up your mind on whether to follow somebody or not!
Give it a spin!
Just enter a Twitter name in the box below and hit the Analyze button!
@
Analyze
Note: it may take up to a couple of minutes to analyze a profile so please be patient.

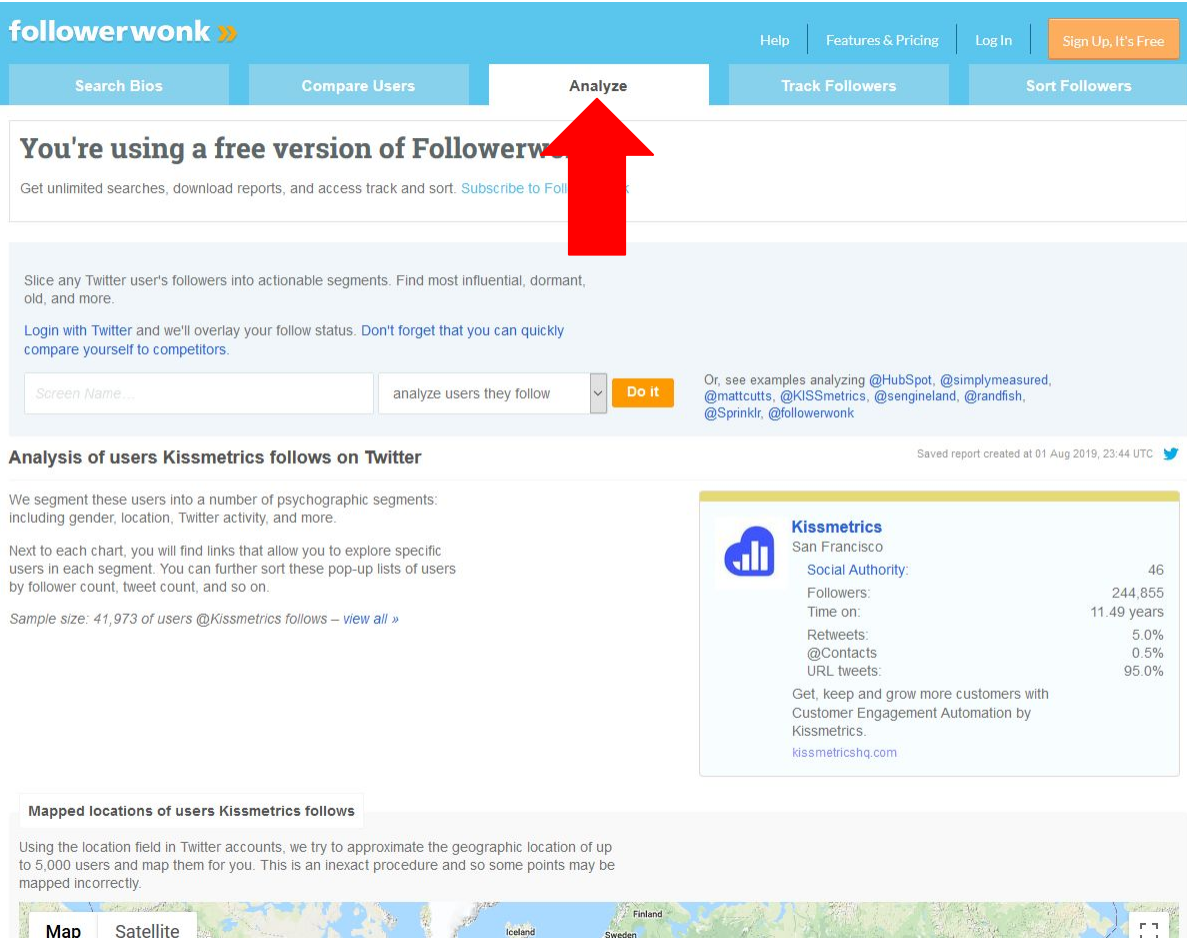
Twitter Software → Followerwonk

www.followerwonk.com

➢ Follorwonk helps you dig deeper into your Twitter analytics.


followerwonk
Help
Features & Pricing
Log In
Sign Up, It's Free
Search Bios
Compare Users
Analyze
Track Followers
Sort Followers
Twitter Analytics:
Find, Analyze, and Optimize for Social Growth
Followerwonk helps you explore and grow your social graph.
Dig deeper into Twitter analytics: Who are your followers? Where are they located? When do they tweet?
Find and connect with new influencers in your niche.
Use super-actionable visualizations to compare your social graph to others.
Easily share your reports with the world.

Use the free Analyze tool to find out more about your competitors. I use this tool to find optimal Tweet times and keyword ideas.


followerwonk
Help
Features & Pricing
Log In
Sign Up, It's Free
Search Bios
Compare Users
Analyze
Track Followers
Sort Followers
You're using a free version of Followerwonk
Get unlimited searches, download reports, and access track and sort. Subscribe to Follow
Slice any Twitter user's followers into actionable segments. Find most influential, dormant, old, and more.
Login with Twitter and we'll overlay your follow status. Don't forget that you can quickly compare yourself to competitors.
Screen Name...
analyze users they follow
Do it
Or, see examples analyzing @HubSpot, @simplymeasured, @mattcutts, @KISSmetrics, @sengineland, @randfish, @Sprinklr, @followerwonk
Analysis of users Kissmetrics follows on Twitter
Saved report created at 01 Aug 2019, 23:44 UTC
We segment these users into a number of psychographic segments: including gender, location, Twitter activity, and more.
Next to each chart, you will find links that allow you to explore specific users in each segment. You can further sort these pop-up lists of users by follower count, tweet count, and so on.
Sample size: 41,973 of users @Kissmetrics follows – view all »
Kissmetrics
San Francisco
Social Authority: 46
Followers: 244,855
Time on: 11.49 years
Retweets: 5.0%
@Contacts 0.5%
URL tweets: 95.0%
Get, keep and grow more customers with Customer Engagement Automation by Kissmetrics.
kissmetricshq.com
Mapped locations of users Kissmetrics follows
Using the location field in Twitter accounts, we try to approximate the geographic location of up to 5,000 users and map them for you. This is an inexact procedure and so some points may be mapped incorrectly.
Map
Satellite
Finland
Iceland
Sweden

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